

# Litter and it Will Hurt

A social marketing campaign aimed at reducing litter on state roadways, sponsored by the Washington State Department of Ecology and Washington State Patrol.



# **Define the Problem: Litter Hurts**

- **Every year:**
  - 12 million pounds on roadways
  - 6 million pounds in parks & public areas
  - \$4 million dollars picks-up 35-40%
- **It hurts:**
  - An eyesore
  - Harm to wildlife and habitats
  - Potential hazard for motorists - ~400 accidents per year

# Developing the Marketing Plan

- Define the problem
- Know your audience
- Develop persuasive messages
- Choose appropriate strategies
- Build partnerships
- Measure & evaluate impacts



# The “Litter and it Will Hurt” campaign is research-based

- Litter survey
- Peer Review
- Formative focus groups
- Creative-testing focus groups
- Campaign awareness (benchmark & tracking)

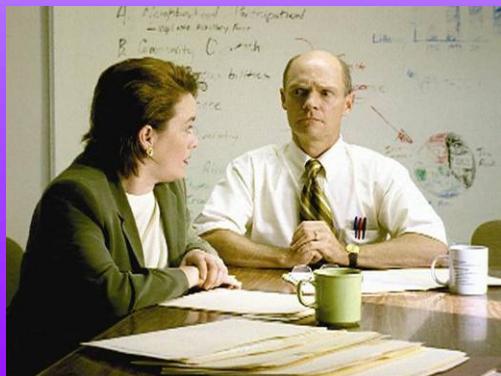


# **Knowing What Will Persuade Them**

- Believing I will get caught/fined
- Knowing what the fines are
- Having to pickup litter as punishment when caught
- Better access to and design of litterbags and tarps
- More trash receptacles

# Campaign 2002

- “Litter and it will hurt” was launched through a series of press events in April 2002
- Commercials ran during summer months
- Hotline went “live” May 2002 receiving 6,000 calls that first year



# Campaign 2003

- Media campaign continues
- 1.5 million litterbags distributed through McDonald's
- Began working with Mariners on both broadcast and in-stadium announcements
- Hotline calls top 13,000
- Outdoor is introduced



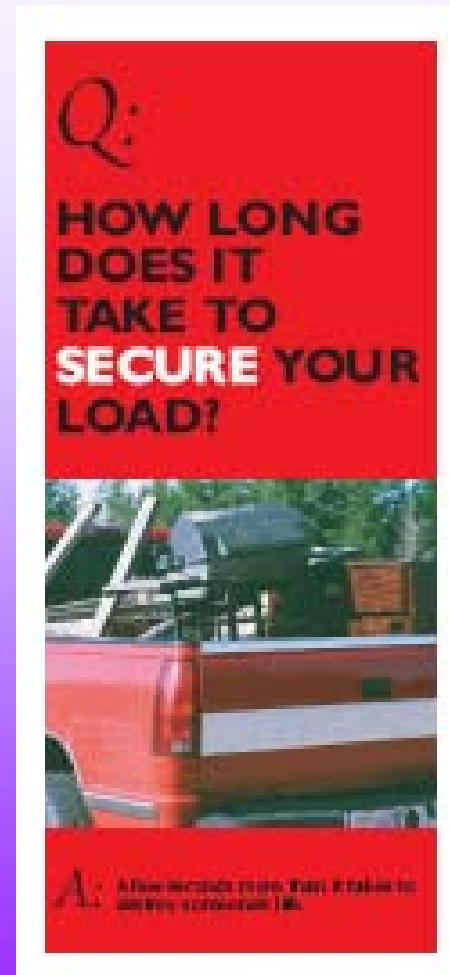
# Campaign 2004

- Campaign changes focus to specific fines for unsecured loads and lit cigarettes
- Hotline calls top 17,000



# Campaign 2005

- Hotline calls around 15,000
- No paid media
- Focus on creation & promotion of unsecured load video & brochure
- Conduct first emphasis patrol in Snohomish County June 2005



# Campaign 2006 - Evaluation

- Track awareness of campaign slogan and messages
- Estimate impact to amount and type of litter
- Measure effectiveness of individual strategies
  - Litter hotline
  - Media delivery



## Evaluation\*

**68% of respondents (Apr. '06) have seen or heard the slogan “Litter and it will hurt.” Up from 14% in the benchmark study.**

\*Survey results provided by Survey USA and Belo Marketing Solutions. 11

# Field measurements help us gauge success

Between 1999 and 2004, we observed a **24% decline** in the amount of litter on state roadways; from 8,322 tons to 6,315 tons.



Note: Campaign was launched in spring 2002.

# Cost Benefit Analysis



# Litter Hotline Evaluation

- 8.5 % of litterers who receive the State Patrol letter complete the post card survey
  - 33% acknowledge litter behavior
  - 66% deny accuracy (mistaken identity, not me, don't smoke, sold the car, etc.)

# Likelihood of Getting Caught

- 68% of respondents believe they are somewhat or very likely to get caught/fined
  - 30% not at all/not very likely to get caught
  - 44% somewhat likely to get caught
  - 24% very likely to get caught
- Note: Only 30% of statewide respondents think they would be somewhat or very likely to get caught/fined

# Likelihood of Using Litterbag

86% of respondents are likely to use the litterbag we provide

- 11% not likely to use the litterbag
- 11% somewhat likely to use the litterbag
- 75% very likely to use the litterbag

# Likely to Litter Again?

92% are not likely to litter after receiving the letter from Washington State Patrol

- 3% likely to litter
- 76% not at all likely to litter
- 16% not very likely to litter

# **Effectiveness of Hotline Program**

- 78% of respondents believe the hotline program to be somewhat or very effective
  - 37% very effective
  - 41% somewhat effective
  - 18% not effective
- Note: 51% of statewide respondents think the hotline program is effective

# Who To Call?

- If you see an imminent hazard from an unsecured load - call 911
- If you have witnessed or been a victim of a lost load or observed an unsecured load submit a report via WSP's website
- If you see someone litter (including driving with an unsecured load) call the litter hotline: 866-LITTER-1



# Campaign 2007

The “Litter and it Will Hurt” campaign is working so we should:

- Stay the course by focusing efforts
- Turn up the volume
- Continue to promote the litter hotline



# Campaign 2007

- Television, outdoor and transit advertising
- Emphasis patrols in partnership with WSP and local law enforcement
- Distribution of educational materials



# **WSP Activities 2007**

- Active POPs projects in 4 districts (King, Kitsap, Grays Harbor and Grant counties)
- Participation in emphasis patrols
- Educate the public as well as enforce
- Involvement of Commercial Vehicle Division

# Emphasize Enforcement & Fines

- Convince litterers that they are likely to get reported, caught and fined
- Focus “litter and it will hurt” messages on potentially dangerous litter and unsecured loads
- Shift the message strategy to actively encourage the public to report litterers via the litter hotline or online
  - *“We’re looking for litterers. Are you?”*

# In Conclusion

Focusing the 2007-2009 “Litter and it Will Hurt” campaign on potentially dangerous litter and increasing enforcement of fines will reduce litter, reduce injuries and save lives.



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